

Broadcasting

MAR 16

FIRST IN TELEVISION CABLE RADIO SATELLITE

- SIMPSONS ON A ROLL TOWARD '95 ROLLOUT / 16
- FIRST OF FIVE-PART SERIES: OUTLOOK FOR TV ADVERTISING / 32
- VOTERS IN N.C. TOWN SPURN TCI FOR MUNICIPAL SYSTEM / 36



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BASEBALL '92:
LOCAL RIGHTS TOP
\$258 MILLION

Broadcasting

MAR 23

FIRST IN TELEVISION CABLE RADIO SATELLITE

- \$150-MILLION COPYRIGHT WINDFALL FOR BROADCASTERS? / 4
- FCC EYES RELAXATION OF TV RULES / 44
- SECOND OF FIVE-PART SERIES: OUTLOOK FOR TV ADVERTISING / 52

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AB '92: THE DRIVE
FOR LOW-COST
HIGH TECH

Top of the Week

RADIO'S MAGIC NUMBERS: 30-30

Those are the new national caps for AM and FM; FCC relaxes duopoly rules, to allow ownership of three to six stations, depending on market size

By Joe Flint

Hoping to breathe life into an ailing radio industry, the FCC last Thursday (March 12) raised the radio ownership caps to permit common ownership of up to 60 stations nationwide and up to six in a single large market.

The action drew praise from the broadcasting establishment (see story, page 5), but also the ire of minority broadcasters and Congress.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) requested that the commission provide him with the information that was the basis for its actions.

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) vowed to introduce legislation to reinstate the caps on multiple ownership (12 AM's and 12 FM's) and duopoly (no more than one AM or FM in a market).

"The FCC's deregulatory sprees of the past decade have led to yet another ill-advised policy that will have devastating effects on consumers and broadcasters alike," Markey said.

But the FCC was convinced that the raising of the caps was in the best interest of broadcasting and the public. "These actions today are progressive, reform-minded and will in the final analysis do what we are here to

do, which is not to referee between radio and other media but to help the public get the best in service, and I think this will in fact help advance that service," said FCC Chairman Alfred Sikes, who led the deregulatory charge.

The changes are the FCC's response to radio's tough times. Said Commissioner James Quello: "The

combination per market, the FCC is now permitting ownership of from three to six stations per market, depending on market size. In a market with more than 15 stations, broadcasters are subject to an audience share cap of 25% in addition to the numerical caps. In markets with 15 or fewer stations, they are also limited by a prohibition against owning more than half the stations in the market.

Broadcasters who buy in below the 25% share cap and subsequently exceed it will not have to divest a station. Commissioner James Quello, troubled by the no-divestiture policy, suggested the commission might want to consider requiring divestiture by any operator who exceeds the 25% audience share cap in two consecutive rating books.

Industry operators think it unlikely that any broadcaster will be able to gain a 25% audience share. One FCC staffer said the commission will have to address the issue more carefully.

"Why would the FCC want to be ratings police?" the staffer asked.

The FCC action was not completely deregulatory; it includes restrictions on time brokerage or so-called local marketing agreements among stations in the same market. Under the new rules, LMA's will count against



THE FCC'S NEW LOCAL OWNERSHIP CAPS

Market size (by number of stations)	Total stations	AM	FM	Combined share
40 +	6	3	3	25%
30-39	5	3	2	25%
15-29	4	2	2	25%
1-14*	3	3	2	NA

* In the smallest markets, broadcasters are also prohibited from owning more than half the stations in the markets.

Note: Local marketing agreements count against the ownership caps. For example, a broadcaster in a market with 15 stations who already owns two AM's and one FM may enter into an LMA with only one FM.

one point about which all agree is that the radio industry is in bad shape."

In a 4-0 vote (with Commissioner Andrew Barrett none too quietly abstaining), the commission said that as of Aug. 1, a single broadcaster or group owner can own up to 30 AM's and 30 FM's.

Shattering the old duopoly rule, which permitted only a single AM-FM

Continues on page 11

SURGE, NOT FRENZY, SEEN IN RADIO TRADING

*New investors, group
mergers also predicted*

By Peter Viles

The FCC's ruling on radio group ownership creates new opportunities for healthy group owners poised to expand within their current markets, and brings a ray of hope to owners of cash-poor stations who have been unable to find buyers, say industry observers.

Group owners and media brokers said they expect to see mergers or joint ventures between group owners if the ruling takes effect unchanged, and some predicted that radio will begin to attract new investors who previously bypassed the industry entirely because of its ownership limits.

"The main reason a lot of investors have never been interested in radio is that it's so small," said an executive at a station group. "Well, it won't be so small anymore."

While some group owners said privately the FCC's decision could lead to a painful consolidation of the industry, including reduced employment and disadvantages for smaller operators, group owners for the most part reacted enthusiastically.

"We think there are great opportunities here for us and anyone else who wants to consolidate their radio ownership and build it into a stronger business," said Stephen Hildebrandt, chief counsel for Group W Radio.

Among the group owners who appear poised to expand their holdings are EZ Communications and Infinity Broadcasting Corp., whose president, Mel Karmazin, has been particularly bullish on same-market expansion.

Karmazin issued a statement calling the FCC ruling "very positive for major-market radio."

Among the other station groups seen as positioned to expand their holdings, according to industry observers, are Capital Cities/ABC, CBS Broadcast Group, Cox Enterprises, NewCity Communications, Group W Radio and Viacom Broadcasting.



Baseball '92 tallies team-by-team broadcast deals (p. 21)

NEW RADIO CAPS / 4

The FCC last week raised the ownership caps to allow common ownership of up to 60 radio stations nationwide and up to six in a single large market.

WAITING FOR 'THE SIMPSONS' / 16

Well in advance of the show's 1995 syndication launch, stations are eagerly anticipating the marketing plan for *The Simpsons*. Fox O&O's have right of first refusal in the bidding for local rights, but Twentieth Television denies they'll get a discount off the market price.

DIAMOND MINE / 21

BROADCASTING'S annual market-by-market estimates of local broadcast and regional cable payments for baseball rights show \$258 million heading into coffers of the 26 major league clubs.

NAB: NO AM, NO RBDS / 24

Potential manufacturers of radio broadcast data service (RBDS) technology received a strong signal from the NAB: the

system must accommodate AM in order to receive the association's support. Critics say NAB's position could doom chances for RBDS in the U.S.

IN COUNTRY / 25

Nashville provided a bright spot for an otherwise dreary radio climate when country station executives gathered there March 4-7 for the 23rd annual Country Radio Seminar. "The appetite for country programming has never been higher," said one attendee, as CRS boasted record numbers.

RAISING THE EXEMPTION / 28

House members seem likely to follow the example of their Senate colleagues and allow an increase in the size standard for the rural exemption. Currently set at 2,500, the exemption, which allows telephone companies to own cable systems in small communities, would increase to cover towns of up to 10,000 population under S. 12.

CAMPAIGN ADS ON CABLE / 34

Cable is attracting a larger share of ad dollars in this presidential campaign round, al-

though national candidates are finding the medium's narrow-casting ability may be more suited to local races.

REBOUND WATCH / 32

The dismal ad performance of 1991 will make even a slight pick-up in '92 look good by comparison, but broadcasters are hoping for real growth that outpaces costs as well as the return by other media. In the first of a five-part series, BROADCASTING looks ahead to the long-anticipated rebound.

TCI'S SMALL- TOWN TUSSELE / 36

In a rebuff to TCI, the citizens of Morganton, N.C., voted by better than a 2-1 margin to let the city own and operate the local cable system. A court appeal is pending on the issue, and some observers see a potential rallying cry against cable operators across the country.

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RADIO RULES

Continued from page 4.

the ownership limits.

"Given today's relaxation of the local ownership rules, widespread and substantial time brokerage among such stations could undermine broadcast diversity and competition," an FCC release said. Putting it more bluntly was Mass Media Bureau Chief Roy Stewart: "You program it, you own it." The commission instructed licensees involved in LMA's to keep those agreements in their public files and report them with their ownership reports.

The FCC also put the clamps on simulcasting within a market, limiting it to 25% of the broadcast day for co-owned stations whose signals overlap more than 50% and for LMA stations whose signals "serve substantially the same area."

The ownership increases were not as dramatic as had been anticipated. Sikes and the FCC staff had originally advocated no national caps and local ones more liberal than those adopted. Sikes was backed by Commissioner Marshall, but none of the others wanted to go as far. Over the past few weeks, Quello and Duggan worked as moderating forces.

Quello floated a proposal two weeks ago that would have fixed the national caps at around 50-50. It would have carried the day, but Quello began retreating from it last week. The compromise was 30-30; Duggan's numbers.

Although FCC officials see the new rules as moderate, the rules are perceived as too radical by key legislators as well as minority broadcasters and public interest groups who fear that major players will drive smaller operators out of the business and hurt programming and news diversity.

At a Senate hearing the day before the meeting, Commerce Committee Chairman Ernest Hollings (D-S.C.) criticized Sikes and the FCC's radio ownership proposals at an oversight hearing (see page 11). Dingell had warned FCC officials against raising the caps too high three weeks ago (BROADCASTING, March 2).

Andrew Schwartzman, executive director, Media Access Project, said the commission's actions will "decimate rules which protect diversity in mass communications." Schwartz-



SIKES GRILLED BY HOLLINGS ON RADIO RULES

In what may be a sign of things to come, Ernest Hollings (D-S.C.), chairman, Senate Commerce Committee, grilled FCC Chairman Alfred Sikes (above) about the commission's plans to relax radio ownership rules at a hearing last week. While other members were mostly supportive of the plan, Hollings said he is a "born-again regulator." Among Sikes supporters was John Danforth (D-Mo.), who said of the plans: "I don't disagree with the cure, but it seems like an antacid tablet for a major disease."

man said it is the "view of many" that deregulation has been a cause, rather than a cure, of the problems facing the radio industry.

While the jury is still out on what impact the new radio rules will have on the industry, there is little doubt that the rulemaking process had an adverse effect on the relationship among commissioners.

During the meeting, Barrett said he was abstaining because he had "insufficient information before me upon which to base a vote." Once he has seen the final order, he added, he would vote, probably against it.

Barrett blasted Sikes and the FCC staff for expecting him to vote on a one-and-a-half-page outline of the rules and for having to first read about the outline in the trade press.

Reacting to Barrett's charges, Sikes told Stewart to provide the press with the dates all commissioners received documents relating to the rulemaking.

"I don't want to play any little games with you," Barrett shot back. "I have not given any indication that I did not receive it [the draft order]. I simply said to you [Sikes] that it has gone through three processes since then, and the final process which you all gave out yesterday, I heard about [first] on the street."

Some FCC sources involved in

crafting the rules said Barrett had little involvement, although he submitted a proposal early on that would have raised the national AM-FM caps to 25-25 or, for minority broadcasters, 30-30. The sources said he may have been able to persuade Duggan and Quello to back a minority preference of some kind, but never really tried. The sources attributed Barrett's lack of interest to his conflicting constituencies—the White House, which opposes minority preferences, on the one hand and minority broadcasters on the other.

Following the meeting, Barrett said he had no problem with Sikes or the process. What was bothering him in the wake of the vote were the reports, which he attributed to Duggan, that he was not engaged and that he was a weak advocate for his own minority preference.

Barrett said he met several times with Sikes and attempted, to no avail, to win his support for the preference. "The chairman is the leader of the process, and that's who I was dealing with," he said.

His proposal to allow minorities to own more stations than others is one of "fundamental fairness and equity," he said. Congress requires such preferences, and the courts have upheld their validity, he added. ■

Broadcasting's Ratings Week Mar 2-8

	ABC 11.8/18	CBS 16.6/26	NBC 16.7/26	FOX
MONDAY				
8:00	39. FBI: Untold Str. 12.2/19	17. Evening Shade 15.5/24	16. Fresh Prince 15.6/24	
8:30	37. Amer Detective 12.4/19	12. Major Dad 16.3/25	19. Blossom 14.8/22	
9:00		3. Murphy Brown 19.8/29		
9:30	46. ABC Monday Night Movie—Lock Up 11.5/18	9. Designg Wmn 17.0/25	8. NBC Monday Night Movie—Woman with a Past 17.5/27	
10:00		17. Northern Exposure 15.5/25		
10:30				
TUESDAY	19.7/30	14.4/22	12.1/19	NO PROGRAMING
8:00	6. Full House 18.0/28	25. Rescue: 911 13.8/21	21. In the Heat of the Night 14.2/22	
8:30	5. Home Improvmt 18.9/28			
9:00	2. Roseanne 22.2/33		41. Law and Order 12.0/18	
9:30		20. CBS Tuesday Movie— Grave Secrets 14.7/23	58. Reasonable Doubts 10.2/17	
10:00	4. Happy Days Reunion 19.6/31			
10:30				
WEDNESDAY	14.5/24	11.4/19	12.5/20	NO PROGRAMING
8:00		62. Davis Rules 9.5/16	11. Unsolved Mysteries 16.4/26	
8:30	10. The Young Indiana Jones Chronicles* 16.6/26	71. Brooklyn Bridge 8.4/13		
9:00		41. Murphy Brown 12.0/18	46. Seinfeld 11.5/18	
9:30		48. Designg Wmn 11.3/18	53. Night Court 10.5/16	
10:00		28. 48 Hours 13.7/24	58. Quantum Leap 10.2/18	
10:30	57. Homefront 10.3/18			
THURSDAY	11.7/20	11.3/19	12.8/21	10.6/17
8:00		50. Top Cops 10.9/18	24. Cosby 13.9/23	41. Simpsons 12.0/20
8:30	53. Columbo 10.5/17		25. A Diffmt World 13.8/22	71. Drexell's Class 8.4/14
9:00		53. Street Stories 10.5/17	15. Cheers 15.9/25	50. Beverly Hills 90210 10.9/17
9:30		35. Knots Landing 12.6/22	25. Wings 13.8/22	
10:00	21. Primetime Live 14.2/25		61. L.A. Law 9.7/17	
10:30				
FRIDAY	13.7/25	7.6/14	10.3/19	5.9/10
8:00	30. Family Matters 13.4/24	78. Scorch 6.9/12	31. Matlock 13.3/24	75. America's Most Wanted 7.4/13
8:30	32. Step By Step 13.0/23	82. Fish Police 6.0/11		84. Hidden Video 4.7/8
9:00	37. Baby Talk 12.4/22	64. Tequila and Bonetti 9.0/16	60. I'll Fly Away 10.0/18	86. Hidden Video 9:30*4.0/7
9:30	49. Billy 11.1/19		74. Nightmare Cafe 7.6/14	
10:00	14. 20/20 16.2/30	76. Hearts are Wild 7.2/13		
10:30				
SATURDAY	8.3/15	9.3/17	11.5/21	6.4/12
8:00			28. Golden Girls 13.7/25	76. Cops 7.2/13
8:30	73. The Young Indiana Jones Chronicles 7.9/14	62. CBS Saturday Movie— Beverly Hills Cop II 9.5/17	32. Powers That Be* 13.0/23	69. Cops 2 8.5/15
9:00			36. Empty Nest 12.5/22	83. Paul Rodriguez: Gang Lines 4.9/9
9:30		66. Boys of Twilight 8.8/17	69. Sisters 8.5/16	
10:00	64. The Commish 9.0/17			
10:30				
SUNDAY	11.2/18	19.3/29	8.7/14	8.7/14
7:00	67. ABC's World of Discovery 8.7/15	1. 60 Minutes 22.7/38	88. Lyndon Larouche 2.8/5	80. True Colors 6.2/11
7:30			87. Eerie, Indiana 3.4/5	79. Parker Lewis 6.8/11
8:00	21. Am Fun Hme Vid 14.2/21	6. Murder, She Wrote 18.0/27	68. Hot Country Nights 8.6/13	39. In Living Color 12.2/18
8:30				53. Roc 10.5/16
9:00	44. ABC Sunday Night Movie—Never Say Never Again 11.6/18	12. CBS Sunday Movie— In Sickness and In Health 16.3/26	44. NBC Sunday Night Movie—The Nightman 11.6/18	34. Married w/Childn 12.7/19
9:30				52. Herman's Head 10.7/16
10:00				80. Get a Life 6.2/10
10:30				85. Sunday Comics 4.6/8
WEEK'S AVGS	12.9/21	13.0/21	12.0/20	8.1/13
SSN. TO DATE	12.1/20	14.0/23	12.6/22	7.9/13

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

BASEBALL '92



Local broadcast stations and regional cable networks will pour more than \$258 million this year into the coffers of the 26 Major League Baseball clubs for the right to bring their games to the hometown fans, according to BROADCASTING's exclusive market-by-market estimates of local TV and radio rights (see chart, next page).

The total includes the teams' take from joint ventures with local broadcasters, but not the profits several teams earn from producing games in-house and selling time. That total will grow slightly as a few rights deals still in negotiations close between now and the start of the season.

The teams—and their local rightsholders—protect the numbers as they would a star pitcher. BROADCASTING's estimate reflects interviews with scores of sources.

Assuming the \$258-million tally, local fees will account for only two-fifths of the more than \$660 million baseball will collect in TV and radio revenues for 1992, the bulk coming from the national rights.

Entering the third year of its four-year \$1.1-billion deal, CBS is expected to pay \$260 million in 1992 for a package that includes the championship series and the World Series. ESPN, in the third year of a four-year \$400-million deal, will contribute \$100 million. CBS Radio, which agreed to pay \$50 million over four years, will pay about \$13 million this year, up slightly from its \$12.5 million payment a year ago.

Baseball's grand total also includes about \$20 million in copyright royalties, which cable systems pay for importing distant baseball-laden broadcast signals, and another \$20 million from five of those signals, notably superstations WTBS(TV) Atlanta and WGN-TV Chicago.



BASEBALL'S LOCAL LINEUP

BROADCASTING's exclusive look at the price of the Fifth Estate's ticket to the show, including the who, what and how much of home team coverage.

Team	BROADCAST TV					CABLE				RADIO				
	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	1992 rights in millions	Regional network	# of regular season games	Contract status (year of years)	1992 rights in millions	Flagship	# of stations in network	Contract status (year of years)	1992 rights in millions	Team retained revenues
NATIONAL LEAGUE EAST														
Chicago Cubs	WGN-TV (ch.9)	140	—	—	—	NO CABLE	—	—	—	WGN(AM) (720 khz)	58	—	—	—
<i>Team and stations are owned by Tribune Co.</i>														
Montreal Expos	CTV (Eng.) SRC (Fr.)	10 40	20 20-25	3/4 2/4	— —	Sports Network Réseau Des Sport	25 50	3/5 3/5	— —	CIQC (AM) CKAC (AM)	17 36	2/4 2/5	— —	\$1.5
<i>Team retains French broadcast TV rights but sells rights to English TV and cable; altogether, it earns estimated \$6.5 million from TV; it retains all radio rights</i>														
New York Mets	WWOR-TV (ch.9)	75	none	1/5	\$15-20	SportsChannel New York	75	6/25	\$2.5	WFAN (AM) (660 khz)	20	2/5	\$5.0	—
Pittsburgh Pirates	KDKA-TV (ch.2)	55	6	1/2	\$2.0-2.5	KBL Entertainment	62	1/2	\$2.0	KDKA (AM) (1020 khz)	50	—	—	\$3.0
<i>Team's broadcast TV rights fee is its share of revenue-sharing deal; Empire Sports Network, serving western New York state, is telecasting 34 games under 5-year deal with KBL</i>														
Philadelphia Phillies	WTXF-TV (ch.29)	85	3	10/10	\$2.3-2.5	PRISM	71	—	3.0	WGL (AM) (1210khz)	30	11/11	\$2.1-2.5	—
<i>31 of 71 cable games are telecast by SportsChannel Philadelphia under contract with PRISM</i>														
St. Louis Cardinals	KPLR-TV (ch.11)	76	40	2/3	\$6.0	NO CABLE	—	—	—	KMOX (AM) (1120khz)	130	1/5	\$4.5	—
<i>Team retains beer revenues from TV and radio</i>														
NATIONAL LEAGUE WEST														
Atlanta Braves	WTBS (TV) (ch.17)	123	—	—	—	SportsSouth	25	—	—	WGST(AM) (640 khz)	150	1/3	\$3.0	—
<i>Team and WTBS are commonly owned by Turner Broadcasting System</i>														
Cincinnati Reds	WLWT (TV) (ch.5)	55	23	2/3	\$4.0	SportsChannel Cincinnati	35	3/3	\$2.0	WLW (AM) (700 khz)	82	1/3	\$3.0	—
Houston Astros	KTXH (TV) (ch.20)	80	14	7/10	\$4.0	Home Sports Entertainment	50	4/6	\$2.0-2.5	KPRC (AM) (950 khz)	50	2/5	\$1.0/1.5	\$2.0-2.5
<i>Team retains radio rights, receives all revenues as well as fee from KPRC</i>														
Los Angeles Dodgers	KTTV (TV) (ch.11)	46	none	5/5	\$11.0	SportsChannel Los Angeles	35	4/6	\$3.0	KABC (AM) (790 khz)	35	5/5	\$3.0	—
San Diego Padres	KUSI-TV (ch.51)	51	19	1/3	—	Cox Cable	50	—	—	KFMB (AM) (760 khz)	13	3/5	—	\$3.0-3.5
<i>Team retains all rights, retains all revenues from broadcasts; it also receives \$2-million carriage fee from KUSI-TV; PPV telecasts on cable generate approximately \$3 million</i>														
San Francisco Giants	KFVV (TV) (ch.2)	50	5	4/6	\$5.0	SportsChannel Pacific	55	3/7	\$3.0	KNBR (AM) (680 khz)	17	4/6	\$1.0	—

BROADCAST TV						CABLE				RADIO				
Team	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	1992 rights in millions	Regional network	# of regular season games	Contract status (year of years)	1992 rights in millions	Flagship	# of stations in network	Contract status (year of years)	1992 rights in millions	Team retained ad revenues
AMERICAN LEAGUE EAST														
Baltimore Orioles	WMAR-TV (ch.2)	50	11	2/3	\$5.0	Home Team Sports	90	9/10	\$2.0	WBAL(AM) (1090 khz)	30	2/3	\$1.7	—
<i>Radio rights include \$425,000 from separate deal with WTOP(AM) Washington</i>														
Boston Red Sox	WSBK-TV (ch.38)	75	6	3/5	\$15.0	New England Sports Network	80	8/16	\$6.0	WRKO (AM) (680 khz)	63	3/4	\$4.0	—
Cleveland Indians	WUAB-TV (ch.43)	60	none	1/4	\$2.0-2.5	SportsChannel Ohio	—	—	—	WKMR (AM) (1220 khz)	35	1/2	\$2.5	—
<i>Team is renegotiating deal with SportsChannel; network reportedly paid \$2.7 million to air 44 games in 1991</i>														
Detroit Tigers	WDIV (TV) (ch.4)	46	6	1/3	\$7.5-8.5	Pro Am Sports	70	8/16	\$2.8	WJR (AM) (760 khz)	37	2/5	\$4.0	—
<i>Pro Am Sports deal being renegotiated</i>														
Milwaukee Brewers	WCGV-TV (ch.24)	60	6	1/3	\$3.5	NO CABLE	—	—	—	WTMJ (AM) (620 khz)	48	1/4	—	\$1.5-1.7
<i>Team retains radio rights and TV beer revenues</i>														
New York Yankees	WPIX-TV (ch.11)	50	none	2/3	—	Madison Square Garden Network	108	4/12	\$40.5	WABC (AM) (770 khz)	37	6/10	\$5.0	—
<i>Madison Square Garden, which holds all TV rights under 12-year, \$486 million deal, buys time on WPIX-TV</i>														
Toronto Blue Jays	—	—	—	—	—	The Sports Network	60	3/3	\$4.0	WJCL (AM) (1430 khz)	45	3/5	\$2.0	—
<i>Team negotiating new broadcast TV deal with CTN Network; they are reportedly considering one-year, 60-game deal valued at \$6-7 million</i>														
AMERICAN LEAGUE WEST														
California Angels	KTLA-TV (ch.5)	52	none	1/4	\$5.5	SportsChannel Los Angeles	35	5/7	\$3.5	KMPC (AM) (710 khz)	28	2/3	\$3.7	—
Chicago White Sox	WGN-TV (ch.9)	48	none	3/5	\$4.0	SportsChannel Chicago	107	9/17	\$4.2	WMAQ (AM) (670 khz)	27	1/4	\$2.0	—
<i>Team and WGN-TV have revenue-sharing deal; team retains radio beer revenue</i>														
Kansas City Royals	WDAF-TV (ch.4)	50	18	9/9	\$3.5	NO CABLE	—	—	—	WBWB (AM) (580 khz)	124	1/3	\$2.0	—
Minnesota Twins	WCCO-TV (ch.4)	60	4	4/5	\$3.1	Midwest SportsChannel	74	4/5	\$0.2	WCCO (AM) (830 khz)	65	4/5	\$1.2	—
<i>TV, radio and cable network are owned by Midwest, which has overall \$4.5 million rights deal; it buys time on KITT(TV) to air 21 of the 60 games</i>														
Oakland Athletics	KPIX-TV KICU-TV	30 30	14 14	3/3 3/3	\$5.0 \$5.0	SportsChannel Pacific	57	3/5	\$3.0	KSFO (AM) (560 khz)	12	3/3	\$3.0	—
Seattle Mariners	—	—	—	—	—	—	—	—	—	KIRO (AM) (710 khz)	30	3/3	\$0.5	\$3.2
<i>Team has yet to cut TV deals for 1992; team retains radio rights, also receives fee from KIRO</i>														
Texas Rangers	KTVT (TV) (ch.11)	77	20	3/3	\$6.0	Home Sports Entertainment	50	4/6	\$2.0-2.5	WBAP (AM) (820 khz)	32	1/3	\$1.5	—
<i>WBAP has separate Spanish-language network of five stations</i>														

Changing Hands

This week's tabulation of station and system sales (\$250,000 and above)

WOFX(FM) Fairfield (Cincinnati), Ohio □ CP sold by WLLT Inc. to Heritage Media Corp. for \$6.58 million. **Seller** is subsidiary of Hoker Broadcasting, headed by Jay Hoker, and is also licensee of WRXJ(AM)-WCRJ-FM Jacksonville, Fla.; WMLX(AM) Florence (Cincinnati), Ky., and WDFX(FM) Detroit, which is operating under receivership. **Buyer** is headed by Paul W. Fiddick, and owns 100% of stock of licensees of KULL(AM)-KRPM-FM Seattle-Tacoma and KOKH-TV Oklahoma City. WOFX has classic rock format on 94.9 mhz with 27 kw and antenna 650 feet.

WKZO(AM) Kalamazoo and WJFM(FM) Grand Rapids, both Michigan □ Sold by Fetzer Broadcasting Service Inc. to Radio Associates of Michigan Inc. for \$4.625 million. **Seller** is headed by Carl E. Lee, and has no other broadcast interests. **Buyer** is headed by Kenneth V. Miller, who, with owners Jerry L. Miller and Robert M. Salmon, are officers, directors and stockholders in licensee of KMIX-AM-FM Turlock and KEWB(FM) Anderson-Redding, both California, and in licensee of KHIT(AM)-KIQ-FM Sun Valley-Reno, Nev. WKZO is full-timer with full service/adult contemporary format on 590 khz with 5 kw. WJFM has classic rock format on 93.7 mhz with 320 kw and antenna 780 feet. **Broker: Star Media.**

KVNA-AM-FM Flagstaff, Ariz. □ Sold by TVNA Ltd. to Crown America Communications Inc. for \$784,000. **Seller** is headed by Steven Herman, and has no other broadcast interests. **Buyer** is headed by Jeffrey R. Morris, who, with wife Jane A. Morris and Raymond A. Lindstrom, has interests in licensee of KRIM(FM) Payson, Ariz. Morris has interest in KBAS(AM)-KWAZ(FM) Bullhead City-Needles, Calif. KVNA has oldies format on 690 khz with 1 kw day and 500 w night. KVNA-FM has CHR format on 97.5 mhz with 100 kw and ant. 1,509 feet.

KLDZ(FM) Lincoln, Neb. □ Sold by William R. Rice, receiver for Kempff Communications Inc., to Radio One Broadcasting Inc. for \$765,000 cash. **Seller** is also receiver for KWZD(FM)

Hamlin (Abilene), Tex. and WKKI(FM) Celina, Ohio. **Buyer** is headed by Raymond A. Lamb, and is also licensee of KBRK-AM-FM Brookings and KJIV(AM)-KJTR(FM) Huron, both S.D.; KLQL(AM)-KQAD(FM) Luverne, Minn., and KTTT(AM)-KWMG(FM) Columbus, Neb. KLDZ has oldies format on 95.1 mhz with 50 kw and antenna 287 feet. **Broker: Chapin Enterprises.**

WSHG(FM) Ridgeland (Hilton Head Island), S.C. □ Sold by Mattox-Guest of South Carolina Inc. to Country Time Broadcasting Inc. for \$375,000. **Seller** is headed by G. Troy Mattox and Andrew J. Guest, who also have interests in WKUB(FM) Blackshear and WDEC-AM-FM Americus, both Georgia. **Buyer** is headed by Evelyn C. Harvey, and is licensee of WQOT(FM) Springfield, Ga. WSHG has adult contemporary format on 104.9 mhz with 3 kw and antenna 300 feet.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$596,000 □ 2

FM's □ \$8,336,811 □ 9

AM-FM's □ \$5,816,204 □ 4

TV's □ \$100,000 □ 1

Total □ \$14,849,015 □ 16

1992 to Date:

AM's □ \$9,382,601 □ 26

FM's □ \$42,645,046 □ 47

AM-FM's □ \$28,187,226 □ 18

TV's □ \$25,810,000 □ 8

Total □ \$106,024,873 □ 99

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLASSIC RADIO INC.

has acquired

KING-AM/FM

Seattle, Washington
from

KING BROADCASTING COMPANY

\$10,000,000.00

The undersigned acted as broker in this transaction
and assisted in the negotiations

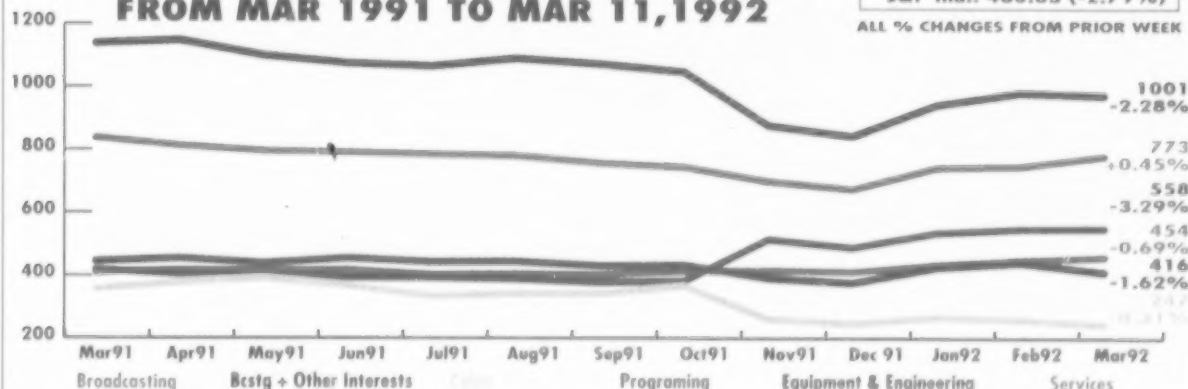


Kalil & Co., Inc.

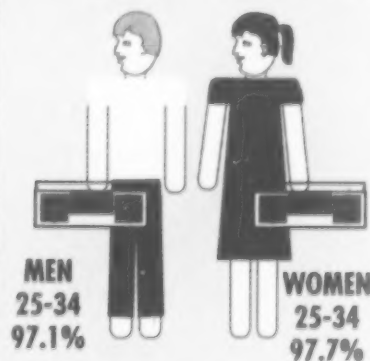
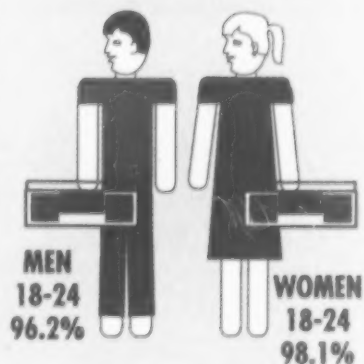
3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1991 TO MAR 11, 1992



RADIO CUME RATING 6AM-12 MIDNIGHT MON.-SUN



Source: Interop Radio Store

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,984	232	5,216
Commercial FM	4,605	1,010	5,615
Educational FM	1,518	320	1,838
Total Radio	11,107	1,562	12,669
Commercial VHF TV	557	15	572
Commercial UHF TV	581	168	749
Educational VHF TV	123	5	128
Educational UHF TV	234	9	243
Total TV	1,495	197	1,692
VHF LPTV	438	154	592
UHF LPTV	772	859	1,631
Total LPTV	1,210	1,013	2,223
FM translators	1,884	358	2,242
VHF translators	2,517	74	2,591
UHF translators	2,316	386	2,702

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
* Construction permit. † Instructional TV fixed service. ‡ Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

TECHNOLOGY

Richard L. Jensen, from Oak Communications, San Diego, Calif., joins Hughes Communications, Los Angeles, as director of DBS information systems for DirecTV.

Russell Bittner, director of sales, The Kenwood Group, joins Keystone Communications, New York, as director of sales, Northeast region.

Dan M. Merrill, regional technical support manager, Seagate Technology, joins Kaye Instruments Inc., Bedford, Mass., as field service engineering manager. **Marc A. Vandembulcke**, from Energy Sciences, joins Kaye Instruments as applications engineer.

Chris Mulroy, master control operator, WOIO-TV, Shaker Heights, Ohio (Cleveland), named master control supervisor.

Hamid Heidary, director of engineering, C-COR Electronics Inc., State College, Pa., named VP, engineering.

Michael Starling, senior engineer, National Public Radio, Washington, named director of technical operations.

Randy Starnes, colorist, Videocraft, Boston, joins Digital Magic, Santa Monica, Calif., in same capacity.

Ronald W. Butler, VP, sales, Pioneer Communications of America Inc., joins Panasonic Broadcast & Television Systems Group, Secaucus, N.J., as Western region zone manager.

Frederick A. Schaefer, formerly with IBM, joins Varian Associates Inc., Palo Alto, Calif., as marketing manager, microwave tube products.

Appointments at Quantel, Darien, Conn.: **Brenda Sexton**, freelance artist/designer, Los Angeles, named

demonstration artist; **Richard Alexander**, from Sony Broadcast, named Northeast district sales manager, New York, and **Martin Holmes**, field service engineer, Quantel, Newbury, England, named New York regional manager.

David H. Tomlin, deputy director of communications, The Associated Press, New York, named director of new technology marketing department.

Dale Wolters, chief engineer, WZZM-TV Grand Rapids, Mich., retires after 30 years with station.

PROMOTION AND PR

Grace Kim, senior promotion project coordinator, *Chicago Tribune*, joins CBS Radio Networks, New York, as manager, marketing and creative services. **Michael G. Tive**, marketing consultant, MGT/Creative, joins CBS Radio Representatives, New York, as director of advertising and promotion.

Carrie Stein, VP of development, Cosgrove/Meurer Productions, Burbank, Calif., named senior VP, creative affairs.

Mark Magistrelli, former promotion producer and writer, WSTR-TV Cincinnati, joins WLWT-TV there as topical news producer. **Marilyn L. Stephens**, programing coordinator, WLWT-TV, named traffic manager.

Laura Fox, from Toyota Motor Sales and Nissan Motor Corp., joins Williams Television Time Inc., Santa Monica, Calif., as director of marketing and public relations.

Appointments at WSTR-TV Cincinnati: **Jennifer Bucheit**, executive assistant, and **Jim Hazlett**, programing assistant, named promotion writers and producers. **Monica Hampton**, receptionist, succeeds Hazlett as programing assistant.

ALLIED FIELDS

Al Rossiter Jr., executive VP, United Press International, Washington, resigned to become assistant VP, Duke University, Durham, N.C., and director of university's news service. **Steve Geimann**, bureau chief, UPI, Washington, succeeds Rossiter.

Rene Anselmo, Alpha Lyracom/Pan American Satellite, Greenwich, Conn., **Stanley S. Hubbard**, Hubbard Broadcasting Inc., Minneapolis, **Sidney Metzger**, formerly with Comsat, Washington, and **Dr. Tad Hiro Sekimoto**, NEC Corp., Tokyo, honored by Society of Satellite Professionals International, Washington, and named to its Hall of Fame.

Douglas S. Wiley, formerly with office of Congressman Thomas J. Biley Jr., and son of Richard E. Wiley of Wiley, Rein and Fielding law firm, Washington, joins Telecommunications Industry Association there as director of government relations.

Dennis Swanson, president, ABC Sports, Daytime and Children's Programming, elected chairman of Foundation for Minority Interests in Media.

Steven D. Brill, president and editor-in-chief, American Lawyer Media (operator of Court TV), New York, presented with Criminal Justice award for outstanding contribution in field of public information by New York State Bar Association criminal justice section.

Mary K. Ruskin, VP, Post Newsweek Cable, Phoenix, elected president of Arizona Cable Television Association.

Pat Scanlon, sports director, New Jersey Network, Trenton, N.J., named Sportscaster of the Year by National Sportscasters and Sportswriters Association.

DEATHS

John (Ted) Lyman, 61, manager of announcing, ABC-TV, New York, died of cancer March 2 there. Lyman was 35-year veteran of ABC, serving both radio and TV networks and New York stations. He is survived by his wife, Peggy Anne.

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Broadcasting In Brief

C.T. "Terry" Robinson has resigned as co-chairman and CEO (with Nick Verbitsky) and director of Unistar Communications Group, New York, effective immediately. Robinson, who will remain a shareholder in the company, said he resigned his position to pursue other interests and investments in the broadcasting industry. Robinson's resignation was widely anticipated following Unistar's announcement last month that it plans to consolidate its western operations by relocating the format division—formerly Transstar—from Colorado Springs to new facilities in Valencia, Calif., a Los Angeles suburb.

Negotiations between the big-three networks and their affiliates over network/cable crossownership took a turn for the worse last week as the NAB TV board voted unanimously to oppose any modification of the rules. Comments on the issue are due at the commission March 23. One of the major debates is said to be over a local market cap on cable ownership. One observer said the crucial factor in the NAB vote is that it essentially takes the NAB out of play on the issue. The association said its comments on the matter should reflect the fact that there are differing points of view on

crossownership and that adequate safeguards must be adopted. Talks between affiliates and networks may take on an even greater urgency with the news that Capital Cities/ABC Inc. is said to have looked at investment opportunities in cable systems.

Capital Cities/ABC said last week it would no longer accept advertising from basic, advertiser-supported cable networks, including those in which it has an ownership interest, such as ESPN, Lifetime and Arts & Entertainment. "It does not benefit ABC to promote competing programming services," said an ABC spokeswoman. Changes are part of tightened advertising guidelines.

Group W Television's five stations signed with Nielsen last week. The group deal, which involves meters in some markets and diaries in others, will begin in November 1992.

House Copyright Subcommittee members Carlos Moorhead (R-Calif.) and Rick Boucher (D-Va.) have introduced a bill to allow wireless cable operators to continue carrying local broadcast signals by paying into the cable

NSS POCKETPIECE

(Nielsen's top-rated syndicated shows for the week ending March 1. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.5/224/67
2. Jeopardy!	12.9/216/67
3. Oprah Winfrey Show	12.5/226/66
4. Star Trek	12.2/226/65
5. Entertainment Tonight	6.8/188/65
6. Married... With Children	6.6/175/65
7. Current Affair	6.5/174/64
8. TV Net Movie 1	6.5/164/65
9. Worldvision 1	6.4/141/63
10. Wheel Of Fortune-mind	6.0/193/65
11. Cosby Show	7.9/267/67
12. MGM Premiere Network TV	7.7/195/63
13. Donahue	7.3/226/66
14. Inside Edition	6.9/131/69
15. WKRP in Cincinnati	6.5/237/69

compulsory license. The wireless systems do not qualify as cable systems because they are not wired systems, the U.S. Copyright Office ruled last summer in recommending that wireless cable no longer be eligible for the compulsory license. The language of the new Compulsory License Clarification Act, Boucher said, "is very broad and would encompass any other form of technology, which means telephone companies when they finally get to offer the service, too."

Showtime this summer will launch its long-awaited, low-priced premium cable movie channel, according to a company spokesman.

NBC has decided not to renew its contract with the Arts & Entertainment Network for reruns of the Letterman show. Letterman had complained that the network failed to consult him on the deal.

The bidding process for WOI-TV Des Moines has been reopened, with questions raised about possible improper bidding in the initial process. The Iowa Board of Regents told the ABC affiliate's li-

FOX TO CREATE BASIC CABLE SERVICE

Fox Inc. shifted its cable efforts to the front burner late Friday by announcing a new Twentieth Television division, Fox Basic Cable, designed to develop and implement satellite-delivered program services for the cable TV industry.

Heading the new unit will be Lawrence A. Jones, who most recently served as president of FNM Films, the made-for-TV movie company that produces films for Fox Broadcasting Co.'s *Fox Night at the Movies*. Prior to joining FNM, he spent two years as senior vice president of business affairs for Twentieth Television and held comparable positions at CBS and NBC.

Jones said the division hopes to eventually launch one, or possibly two, basic cable networks as soon as possible. No immediate replacement for Jones has been named at FNM.